



STATE OF WEST VIRGINIA
OFFICE OF THE ATTORNEY GENERAL
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CONSUMER PROTECTION DIVISION
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Press Release

December 7, 2006

FOR IMMEDIATE RELEASE

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ATTORNEY GENERAL DARRELL MCGRAW HALTS DECEPTIVE SALES OF NEWBORN BABY PHOTOS TO PARENTS IN HOSPITAL ROOMS BY GEORGIA BASED COMPANY, "THAT'S MY BABY"

Many consumers have their defenses ready when fast-talking salespersons knock on their doors to sell expensive vacuum cleaners, water treatment systems and other products. However, Attorney General McGraw's office was surprised to learn that Celebre, a Georgia company doing business as "That's My Baby," solicited consumers in their hospital rooms at Raleigh General Hospital in Beckley, West Virginia to purchase expensive photo packets and other products shortly after giving birth.

Federal law requires that consumers be given notice of an unconditional right to cancel a sale within three days, sometimes known as a "cooling-off period," when a sale takes place at their homes or at places other than a fixed retail business establishment. This protection also applies when sales occur in a hospital room as was the practice of That's My Baby.

McGraw's office commenced an investigation of That's My Baby after receiving a complaint from a Fayette County couple disclosing that That's My Baby was selling baby photo packets and other products to consumers at their hospital rooms without furnishing them with proper notice of their three day right to cancel.

Attorney General McGraw announced today that a settlement agreement was reached with That's My Baby in which the company promised to furnish consumers with proper notice of their three day right to cancel in all future sales that take place in hospital rooms or at places other than a fixed retail business establishment.

Attorney General McGraw stated, "The federally-mandated three-day 'cooling-off period' was intended to protect consumers from high-pressure coercive sales tactics. Consumers are especially vulnerable to such tactics at their homes or similar places, which is precisely why the Federal Trade Commission gave consumers three business days to come to their senses and cancel the sale if they believe they were taken advantage of or simply wish to change their minds. Whether such sales take place at the head of the hollow in rural West Virginia or, as in this case, in a hospital room, my office will ensure that this important legal protection is enforced."

Any persons wishing to file a complaint about a consumer matter or to alert the Attorney General about unfair or deceptive practices may do so by calling the Consumer Protection Hot Line, 1-800-368-8808, or by obtaining a complaint form from this website.

To download and print a complaint form, please click on the **General Consumer Complaint Form** link at the top of this page.

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